



ProAd Account Manual

Thank you for your ProAd/ProAd Plus purchase!

Once your ProAd is created, a “welcome” email will be sent to the email address listed on the ProAd form. This email will include the address that you will need to go to in order to update and make changes to your ProAd, your username and your auto-generated password. Because of the type of information provided in this email, we ask that you add our email address to your address book in an effort to ensure that this email and future correspondence doesn't get lost in a junk or bulk mail folder due to filters set up with most email accounts. The address that our welcome email will come from is proadhelp@talkingphonebook.com, or proadhelp@area-wide.com. As an added measure, please remember to check your junk or bulk mail folders until you receive our email, which should reach you approximately 5-15 business days after signing the contract.

Because the passwords are auto-generated when the ProAd is first created, the Internet Group can not tell you what your password is as that information is sent directly to your email account, so please make sure that the email that you give is valid and spelled correctly or you will not receive the information needed in order to be able to utilize the ProAd Account Editor to update and change your ProAd.

The username and password sent to you in the welcome email are **case-sensitive** so please remember to type the information into the login fields **exactly** as it appears in the email (or you can copy and paste the information). You can change your password once you log into the ProAd Account Editor for the first time but that will have to be done by you; your username is your email address that the welcome email is sent to. Your welcome email will direct you to the login page where you can then download the ProAd manual for further instructions and guidance for making changes and updating your ProAd.

After you log in, you will be able to change or update just about everything in your ProAd.

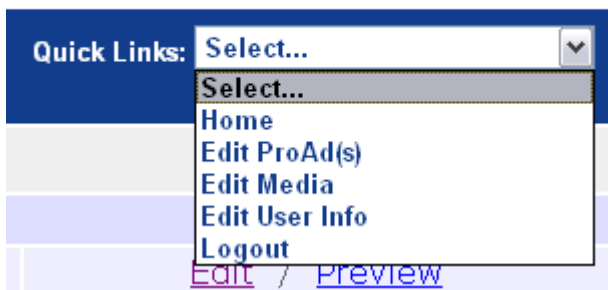
- ⇒ You can **update and change your ProAd Account Information**
- ⇒ You can **add logos and pictures to your ProAd**
- ⇒ You can **add audio, video, and Adobe PDF files to your ProAd**
- ⇒ You can **change the text to match your business as your business changes**
- ⇒ You can **add links to external sites as well as update your own personal links**
- ⇒ You can **change your header to match your company logo when/if it changes from what was originally submitted with the ProAd form**

New to the ProAd Account Editor: Areas Served & Ad Display Feature

Your ProAd now features a list of all areas served by your target market. You can add, remove, and reorder towns in the list through the ProAd Account Editor. This feature can be turned on and off from the 'Edit ProAd(s)' section of the ProAd Account Editor. Your ProAd also features a new Yellow Page Ad Display. Users can mouse over your yellow page advertisements and view display ads featured in the printed version of The Talking Phone Book and Area-Wide Phone Book! This feature can be turned on and off from the 'Edit ProAd(s)' section of the ProAd Account Editor.

Navigate Through the ProAd Account Editor Faster With Quick Links

ProAd Account Editor



You can now navigate to various sections of the ProAd Account Editor using the Quick Links drop-down menu. The Quick Links drop-down menu can be found on most pages of the ProAd Account Editor.

How Do I...

...update and change my ProAd Account Information?

Once you have successfully logged in to the ProAd Account Editor, you can change your account information including account passwords, and other account information. From the 'Edit Account Information' screen, click on the link to 'Change User/Contact Info.'

Edit ProAd Account Information

* COMPANY NAME: The Talking Phone Book

* PHONE: (716) 875 - 9100

* ADDRESS: 1965 Sheridan Drive

* CITY: Buffalo

* STATE: New York

* ZIP: 14223

* Indicates Required Fields

SAVE

Update this information and click on the 'SAVE' button

Click on this link to Change Your Account Password.

What do you want to do?

- [Change User/Contact Info](#)
Change password and contact information.
- [Edit ProAd\(s\)](#)
Preview and update your ProAd(s).
- [Edit Media](#)
Upload and manage pictures, audio, video, and other media for use in your ProAd(s).
- [Pay For Performance Report](#)
Run detailed reports for tracking your Pay-Per-Click advertising.
- [Help](#)
Need help? Click here for more information.
- [Logout](#)
Log out of the ProAd Account Editor.

Edit User Info

Enter your new password and type it again to verify. You can also update your user info from here.

Email Address: hdeberry@talkingphonebook.com

PASSWORD: []

VERIFY PASSWORD: []

FIRST NAME: Hasheen

LAST NAME: DeBerry

PHONE: (800) 388 - 8255

PHONE EXTENSION: 80111

<< BACK SAVE

What do you want to do?

- [Change User/Contact Info](#)
Change password and contact information.
- [Edit ProAd\(s\)](#)
Preview and update your ProAd(s).
- [Edit Media](#)
Upload and manage pictures, audio, video, and other media for use in your ProAd(s).
- [Statistic](#)
Track usage of your ProAd information. Get real time usage statistics.
- [Pay For Performance Report](#)
Run detailed reports for tracking your Pay-Per-Click advertising.
- [Help](#)
Need help? Click here for more information.
- [Logout](#)
Log out of the ProAd Account Editor.

Type in your new password in the 'Password' field and re-type your password in the 'Verify Password' field. Once you are done, click on the 'Save' button. You will need to use your new password the next time you log in to the ProAd Account Editor.

How Do I...

...use logos and pictures in my ProAd?

Before an image can be used on your ProAd, whether it is a logo or a picture, it must be uploaded into the ProAd Account Editor. Upload you ask? Simply put, uploading an image means making a copy of that image to be stored in our computer systems. Once we have a copy of that image, it can be used throughout your ProAd. You can upload as many images as you need to enhance your ProAd. Here's how to do it:

From the 'Edit ProAd Account Information' screen, click on the 'Edit Media' link located on the right hand side.

Once you have clicked on the 'Edit Media' link, you will see a list of all available media files for your ProAd. Media files come in the form of images, audio files such as MP3 or WAV files, video files such as WMV and AVI files, and Portable Document Format (PDF) files. To add a new file to become available for use on your ProAd, click on the 'Add Media' button.

Special Note: To reduce the time needed to enhance your ProAd with pictures, and reduce loading times for users viewing your ProAd, it is strongly recommended that you resize your pictures before uploading them. This is especially important for digital photos, whose high resolutions increase file sizes significantly. Although you can resize the images in the text editor, doing so greatly reduces the image quality and does nothing to reduce the loading time for someone viewing images on your ProAd. Use the photo editing tools provided with your digital camera if applicable, or photo editors available through Windows applications. You can also contact ProAd Support at 866-872-9327 for assistance.

Clicking on the 'Add Media' button gives you the opportunity to upload various media files to your ProAd. The 'Add Media' screen gives you three fields to enter information.

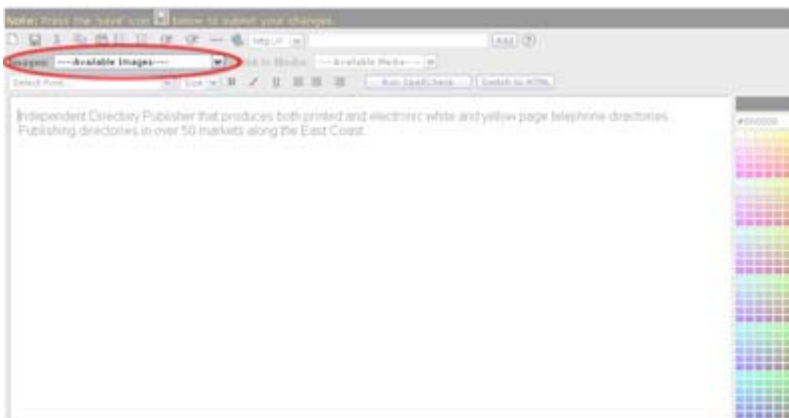
The name field allows you to give your media files a name that you would recognize. For example, if you wanted to upload a picture from your family picnic you can name the file "Family Picnic" or something else so that it is easy to refer to later. The file field is needed to help find the file that you want to upload. If you are unsure of the path, click on the "Browse" button. Doing so opens up a window that helps you find the files you want. The description field is there so that you can enter more detailed information about the media file. This field is optional, so it can be left blank if desired. Once you have filled out all of the required information, click on the 'Submit' button. You're done! Repeat these steps for each file you want to add to your ProAd.

So now you have all of the media files uploaded into the ProAd Account Editor. What's next? It's now time to add the media to your ProAd. Follow these easy steps to make it happen:

From the Quick Links drop-down menu, select 'Edit ProAd(s)'.

You'll then have to select the ProAd you would like to edit. Click on the 'Edit' link for the ProAd that you would like to edit. What you'll see before you is your ProAd, broken into editable sections.

The 'Edit Title' button allows you to change the header of your ProAd. If no image or logo is specified, a text header with the business name will appear in the title section. The 'Edit Special Text' section allows you to add additional text and images to the header. For example, a medical professional may want to list his/her name and credentials/designations underneath their logo, or even a slogan. Perhaps you have a special offer for users viewing your ProAd. The Special Text section is the ideal place for this information. The 'Edit Description' button allows you to edit your business description. This is where the text and images will go that you will use to promote your business. The more information you include in the business description, the more relevant your information becomes for someone searching for the products and services that your business offers. Each button except for the 'Edit Links' and 'Edit Title' button will open up a text editor window that will allow you to make the necessary modifications to your ProAd. Illustrated below are the text editor window and the meanings of all of the available functions for editing a ProAd.



The drop down menu (circled red) has a list of all of the images you have uploaded into the ProAd Account Editor. Click on this menu and select the image you want to place in your ProAd.



New/Start Over - This button will clear the entire page and replace it with a clean page. Please exercise extreme caution when using this button, for information lost cannot be recovered.



Save - Allows you to save changes made to your ProAd. If changes are made in error, the page will revert back to the last saved version if the save button is not clicked.



Cut - Allows you to move a section of text and/or images from one location.



Copy - Makes a copy of a section of text and/or images in a specified location.



Paste - Allows you to place a section of text and/or images into your ProAd after the insertion point (blinking cursor).



Unordered Bulleted List - Allows you to make a bulleted list that requires no ordering.



Ordered Bulleted List - Allows you to make a bulleted list that requires ordering.



Indent - Allows you to indent text or pictures at the insertion point.



Outdent - Allows you to outdent text or pictures at the insertion point.



Horizontal Rule - Draws a line across the page. Used mostly as a separator.



Create Hyperlink - Allows you to create a hyperlink to another resource. You can link text and pictures to other web pages, email addresses, FTP sites and more. Type in the URL into the text field next to this icon, highlight the text/images that you want to link and click the 'Add' button.



Bold - Increases the font weight to make text bold.



Italicize - Italicizes text.



Underline - Underlines text.




Align Left - Aligns text and pictures to the left side of the page.



Align Center - Aligns text and pictures to the center of the page.



Align Right - Aligns text and pictures to the right side of the page.

To add the image, place the cursor where you want to insert the image. Select the name of the image from the 'Available Images' drop-down menu illustrated above. The image you select will then be inserted where you placed your cursor. Repeat these steps for every image you wish to place on your ProAd. When you are done making your changes, click on the Save () icon.

To change your logo, select the 'Edit ProAd(s)' link from the Quick Links drop-down menu. You will see a list of ProAds available for your account. Click on the 'Edit' link for the ProAd you wish to edit. At the top of your ProAd will be a button labeled 'Edit Title.' Click on this button. You will then see a drop-down menu that will allow you to select what image will appear at the top of your ProAd. Select the image from the drop-down menu and click on the Save button. When you are done, click on the Back button to return to your ProAd.

How Do I...

...create and manage the links to media in the "See Our" section of my ProAd?

You can create links to your media files such as audio files, video, images, and Portable Document Format (PDF) files available in the "See Our" section of your ProAd. Here's how to do it:

In order to link your media to the "See Our" section of your ProAd, you will have to upload the media files into your ProAd. Log in to your ProAd.

- ⇒ Click on the 'Edit ProAd(s)' link from the 'Edit ProAd Account Information' screen or select the 'Edit ProAd(s)' link from the Quick Links drop-down menu
- ⇒ Choose the ProAd that you want to edit and click on the 'Edit' link for that particular ProAd
- ⇒ On the left of the ProAd click on the 'Edit Links' button.
- ⇒ Click the checkbox next to all media that you want to be available in the "See Our" section of your ProAd. When you are done selecting the media, click the 'Submit' button at the bottom of the page. These files will now be available for users viewing your ProAd.

How Do I...

...add a link to my website from my ProAd?


ProAds are great for directing traffic to your existing website. There are three places where you can add a link to another website. You can add a text link to another website in the Special Text section that appears under the business name/logo. To do that, follow the steps in the next section. You can also add a text link to another website in the business description section in a similar fashion as described in the next section. The easiest way to add a link to another website is to add your URL (website address) to the 'At a Glance' section that appears on the right hand side of your ProAd. There is a section designed to display a URL for your existing website. Here's how to do it:

1. If you haven't done so already, log in to the ProAd Account Editor.
2. Click on the 'Edit ProAd(s)' link to edit your ProAd.
3. Select the ProAd that you want to edit and click on the 'Edit' link for that particular ProAd.
4. When you see your ProAd, click on the 'Edit At a Glance' button. The editor will pop up with all of the existing information contained in that section.
5. Look for the 'Web URL' section. It is located near the bottom of the screen. Enter your URL starting with the subdomain (e.g. **www.joesplumbing.com**). While you're here, update any other information if you wish, such as payment methods, hours of operation, email addresses, products and services, etc. Click on the 'Save' button at the bottom of the screen when everything looks right.

How Do I...

...link the text of the Special Offer section to a coupon image or to a page on my website?

The Special Offer section gives you the option of including additional text that can draw a customer's attention. For example, if your business is offering a one-time deal on some hot product, the Special Offer section is the ideal place to put this information. Here's how to do it:

1. Log in to the ProAd Account Editor.
2. Click on the 'Edit ProAd(s)' link to edit your ProAd.
3. Select the ProAd that you want to edit and click on the 'Edit' link for that particular ProAd.
4. When you see your ProAd click on the 'Edit Special Text' button. A text editor will pop up that will allow you to add your special offer to your ProAd.
5. In the text window, type in your special offer.
6. If you want to link this text to a coupon or to your website, first highlight the text. This is done by placing the blinking cursor in front of the text that you want to link. Click and hold the left mouse button and drag your mouse across the text. Once all of the text is highlighted, you can create the link.
7. If you want to link the text to a coupon or other media file, click on the 'Available Media' drop down menu in the text editor window and select the file that you want to link text to. The link is created automatically when the file is selected.
8. If you want to link the text to a web page, click on the text field next to the hyperlink icon  and type in the URL of the website that the text should take the user to. Highlight the text, and click on the 'Add' button located next to the text field where you typed in the URL. The link to the website will be created automatically, and you're done!

Special Note: You can change the color of Special Offer text. Simply highlight the text and click one of the colors on the color palate on the right side of the text editor window. To change the font, highlight the text and select the font family from the drop down menu. You can also change the size by selecting the font size from the font size drop down menu while the text is highlighted.

How Do I...

...purchase and point a domain name to my ProAd?

You can purchase a domain name (e.g. yourwebsitehere.com) and have it point directly to your ProAd. That way, when users type in your domain name, they see only your information. The procedure is easy. The first step is to decide on a domain name and register it, through a domain registry company such as GoDaddy® or Register.com®. You can find other companies via your favorite search engine to shop around for the best rate on a domain name. Use their domain name finder service to find the domain you're looking for. Once you have found the one you want, and that name is available for registry, fill out the appropriate forms on their website to register the name. The next step is to point your new domain name to your ProAd. To obtain the correct URL, send an email to the [ProAd Support Team](#) with 'ProAd URL Request: Business Name' in the subject line to request the URL for your ProAd. Once you have obtained the URL, log in to your account with the registrar you chose to register your domain name and update the domain settings with the information provided. Contact your registrar for assistance in redirecting the domain name to your ProAd's URL.

How Do I...

...change or remove the map on my ProAd?

The screenshot shows the ProAd/ProAd Plus account interface for 'The Talking Phone Book'. At the top, there are two buttons: 'Edit Title' and 'Edit Special Text'. Below these are three main sections:

- See Our:** Contains buttons for 'Edit Links', 'Map', and 'Remove Map'.
- Locations:** Contains a placeholder '<Listing Info Goes Here>' and a 'Hide Map' button. A map is displayed in the background of this section.
- At A Glance:** Contains information about the business, including 'Established: 1968', 'Products/Services', 'Brands', 'Affiliations', and 'Web URL'. It also has an 'Edit 'At A Glance'' button.

At the bottom of the screenshot, there is a small text block: 'White Directory Publishers Division, A Division of Hearst Holdings, Inc. has been publishing the nationally known award-winning Talking Phone Book® for over 35 years. Currently experiencing tremendous growth The Talking Phone Book® publishes over 70 directories in 12 states throughout the United States. Based in Buffalo, New York, the company also has offices in Alabama.'

The map feature on your ProAd is great for providing directions to your business for your customers. The map link will display on your ProAd/ProAd Plus if the address in your listing(s) are complete with Street Address, City, State, and ZIP code. If you wish to change the address that the map displays on your ProAd/ProAd Plus, or if the map displays the wrong area, please contact ProAd Support immediately at (866) 872-9327. Support personnel will be more than happy to correct the address for you. You can also remove the map link from your ProAd. Here's how:

1. After logging in, click on the 'Edit ProAd(s)' link on the right hand side of the page.
2. Select the ProAd that you want to edit and click on the 'Edit' link for that particular ProAd.
3. On the left hand side in the 'See Our' section, click on the button labeled "Remove Map." This will remove the map link from the See Our section of your ProAd. You can click on the "Display Map" button in the Locations section if you want to display the map link again.
4. At the top of the ProAd in the 'Locations' section, click on the button labeled "Hide Map." This will remove the graphic map displayed in the Locations section of your ProAd. You can click on the "Display Map" button in the Locations section if you want to display the graphic map again.

And you're done.

For assistance please contact the [ProAd Support Team](#) or call the helpline at **1-866-872-9327**